



E-induction program at ntl

Creating and maintaining a competent workforce

ntl, UK's leading broadband company offers television, telephone, and Internet services to households throughout the UK and Ireland. It also provides communication solutions, including telecom and corporate networks, to a wide range of businesses—from government departments and big brands to small, independent companies working from home.

THE NEED FOR E-LEARNING

ntl employs some 13,000 people and has registered a constant growth over the years. It was crucial to have an induction program for all employees that dealt not only with the company's products and services but also with its culture and operating procedures.

An online induction program that ntl was using had to be updated in line with its professional, progressive, and innovative image. Tata Interactive Systems was chosen to help fructify this endeavor.

HOW OUR SOLUTION HELPED

Tata Interactive Systems developed a new induction program introducing the learners to a rich, virtual world—the world of ntl. The development process involved the creation of graphics, while ntl staff provided the script.

Two crucial issues were identified for the success of the induction program:

- It had to cater for a range of learning styles, interests and aptitudes
- It needed to be deployed on ntl's Learning Management System—SumTotal.



"The results show the quality of this project much more than my words can, you don't get excellence by accident - it takes hard work, partnership and dedication from everyone involved - the course speaks for itself - for ntl and TATA"

David Perring
Blended Learning Manager
ntl

Special features of the induction program:

- The intuitive user interface encouraged learning by exploration. Users were initially presented with a rich, virtual world, which set out a series of ntl zones—each one representing an aspect of the company's operations.
- Diagrammatic plans of the program as well as the intuitive interface were used to cater for a range of individuals' preferred learning styles, interests, and aptitudes.
- On-screen prompting or was provided by from an avatar-type character, Nathaniel (ntl).
- An online test at the end of the program objectively measured knowledge levels.
- A progress map facilitated user-progress tracking.

The results of the induction program were:

- The users found it adventurous to explore their way through the program and find the information they needed.
- ntl's corporate training was more effective, making for considerable cost savings.
- The course paid for itself once 300 people completed the induction. It proved highly cost-effective as several thousand people were scheduled to complete the course.

TECHNOLOGY USED

The entire program was developed using Macromedia Flash.

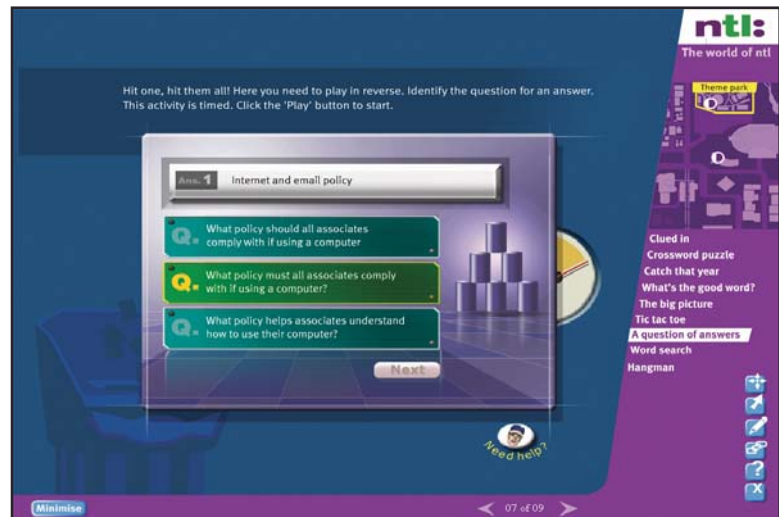
SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of the ntl's e-induction program. To experience our products at work, you may view our demos by registering online at: www.tatainteractive.com.



The inductees are introduced to rich virtual world through exploratory screens.

Game-based assessments make the course more engaging, while reinforcing learning.



The program allows users to explore different ntl zones—each representing an aspect of the company's operations.

